

INDELIBLO COLD WATER PAINT

DIRECTIONS FOR MIXING

This Cold Water Paint should be mixed in the proportions of **three and one-half pints** of water to **five pounds** of the dry powder, as follows:

Place the required quantity of dry powder in a galvanized pail; measure out in a separate vessel sufficient cold water (*not ice water*) in the above proportions and add gradually part of this water to the powder, stirring thoroughly until a heavy paste is obtained (*do not add the powder to the water*). Continue stirring and when all lumps are broken up, add gradually more of the water, until the mixture is of a thin, creamy consistency. Allow it to stand in this condition for twenty minutes, stirring occasionally so as to break up the lumps and render the binder perfectly soluble. Stir occasionally during application.

More or less water than the quantity stated may be necessary, depending upon the nature and condition of the surface. The proportions given are for the average exterior surface and, from experience, have proven to be consistent with good workmanship. A very rough or porous surface usually requires a thinner consistency than a smooth hard one. When applying with Spraying Machine, mix to thinner consistency than for brush work.

The above directions are applicable to the *Exterior Grade* of Cold Water Paint only, and painters should not attempt to mix this material in the same manner as the *Interior Grade*.

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CAUTION!

Clean buckets, preferably of tin or iron, should be used for mixing. Wooden buckets should on no account be used. Buckets and brushes should be thoroughly cleaned daily.

The paint should be stirred occasionally and should be used the same day it is mixed. *Never allow it to stand in a thick paste-like form.*

Do not add any foreign substance or color, but intermix the colors to obtain other shades. Do not allow brushes to stand in the mixed paint. Always wash them with cold water immediately after using, and then hang with bristles downward.


Owing to its strong adhesive properties this Cold Water Paint should *not* be applied on smooth, hard-finished plaster walls or surfaces of a weak or crumbling nature.

In order to secure the most satisfactory results the mixing directions, as outlined, must be carefully followed.

— FOR SALE BY —

INDELIBLO

COLD WATER PAINT
A DRY POWDER
READY FOR USE
WHEN MIXED WITH
COLD WATER



KING OF WATER PAINTS

FOR INSIDE & OUTSIDE USE
WEATHER-PROOF & FIRE-PROOF
MANUFACTURED BY
THE MURALO COMPANY, INC.
NEW BRIGHTON, N.Y.

INDELIBLO COLD WATER PAINT

Especially prepared for painting the exterior and interior of Factories, Breweries, Warehouses, Railroad Structures, Stables, Docks, Public Buildings or Residences, and will greatly increase light in shafts and courtyards of large buildings, tenement houses, etc.

It will not rub off or peel if applied to a solid surface and is absolutely fireproof, being specified by the National Board of Underwriters as a fire retardent.

It is composed of the most durable and lasting paint pigments, combined with certain cementing and waterproofing compounds, and so treated by a specially patented process that it is at once soluble and ready for use when mixed with ordinary cold water.

At the present high prices of linseed oil and turpentine, the cheapest kind of oil paint is almost prohibitive; therefore, this Cold Water Paint should have serious consideration, for it is a perfectly blended, smooth, fine-spreading paint mixture, which possesses all the adhesive and covering properties of oil paint at only a fraction of the cost.



INDELIBLO COLD WATER PAINT

A washable, sanitary, fireproof and durable paint for both exterior and interior painting. It can be applied to wood, sand-finish, brick, stone or any solid surface, hard-finished plaster walls excepted.

This Cold Water Paint is especially adaptable for the painting of certain classes of buildings where the cost of oil paint would be prohibitive. It has nearly all the advantages of oil paint without the disagreeable smell, and at a fraction of the cost. One coat will cover better than two coats of oil paint, and it is absolutely non-poisonous.

COVERING CAPACITY

One pound will cover from twenty to eighty square feet, according to the surface to be covered, as follows:

Smooth painted boards.....	60 to 80 sq. ft.
Smooth unpainted boards..	50 to 75 "
Rough unpainted boards.....	25 to 40 "
Soft unpainted brick.....	25 to 40 "
Hard unfinished brick..	40 to 60 "
Stone.....	25 to 40 "

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